

# When You Want to Telephone to the Big Store Call Up 6000 Gramercy.

NO CONNECTION WITH ANY OTHER STORE  
THE BIG STORE CITY IN ITSELF  
**SIEGEL COOPER & CO.**  
SIXTH AVE. MEET ME AT THE FOUNTAIN 18th & 19th STS.  
NEW YORK.

Double "S. & H." Green Trading Stamps Saturday Morning from 8.30 till 12 o'clock. Thereafter, Single Stamps Until Closing Hour.

## Girls' and Misses' Outer Apparel.

With the approach of vacation time and possibly a sojourn in the country, outer apparel for the misses and young girls becomes an immediate consideration. We have priced Misses' Jackets and Suits and Girls' Reefers and Dresses so extraordinarily low for to-morrow's sale as to make The Big Store a popular rendezvous for zealous mothers. These garments are thoroughly reliable and their style effective.

- Girls' Wear.**
- 4.50 for GIRLS' BOX REEFERS with embroidered emblem; regularly these reefers sell at \$8.50.
  - 2.25 for GIRLS' WHITE LAWN DRESSES, fine embroidery yoke, ribbon trimmed.
  - 98c for GIRLS' GINGHAM, PERCALE AND DUCK DRESSES, effectively trimmed.
  - 1.10 for GIRLS' GINGHAM RUS-SIAN BLOUSE DRESSES, with pique trimmings.
  - 1.25 for GIRLS' FANCY STRIPE GINGHAM DRESSES; pique trimmings and embroidered emblem.
  - 6.90 for GIRLS' JUNIOR SUITS; regularly sold at \$12.00; chic and dainty appearing.
- Misses' Outer Apparel.**
- 3.95 for MISSES' COVERT CLOTH JACKETS; strap seams; collarless effect. A most effective and becoming jacket.
  - 5.90 for MISSES' COVERT JACKETS; cluster strap seams, satin lined. Effective and neat.
  - 12.75 for MISSES' NORFOLK SUITS of Scotch Tweeds; regularly sold at \$20.00.
  - 4.90 for MISSES' DUCK COAT SUITS. Excellent for country or seashore wear.
  - 3.75 for MISSES' LAWN SHIRT WAIST SUITS; dainty and smart effects.
  - 2.95 for MISSES' WALKING SKIRTS of fine Scotch Tweed mixture, perfect hanging and excellently made.
  - 1.50 for MISSES' WHITE DUCK WALKING SKIRTS, prettily strapped. Ideal for vacation wear. (Second Floor, Front, 18th St.)

## Millinery Section.

### Children's Straw Hats

Like illustration; made of straw braid; stylishly trimmed with wide all silk superior quality gros grain ribbons of cardinal, navy, brown or castor colors; regularly \$1.50; specially priced for to-morrow at **75c**

### Rose Wreaths.

1,000 HANDSOME ROSE WREATHS regularly priced at 75c; to-morrow **25c** (Millinery Section, 2d Floor.)

### Candy Specials

For Saturday.  
ROASTED COCONUT MARSHMALLOWS, box, 6c  
VANILLA AND CHOCOLATE FLAVORED CARAMELS, lb., 12c  
DELICIOUS COCONUT BONBONS, vanilla, strawberry and chocolate, lb., 12c  
VIRGINIA SALTED PEANUTS, lb., 15c  
(Main Floor, Centre, 18th St.)

**15c**  
**The Lady of**  
**Castell March**  
BY  
OWEN RHOSCOMYL.  
Bound in Cloth, 15c.  
(Third Floor, Centre, 18th St.)

## The Power of \$3 in Our Boys' Store

### A Sensational Offering To-morrow,

**Ja-pa-n-e-z Military Suits at \$3.**

Sizes 3 to 10. These Suits are made of Navy Blue Serge; also Red, Brown and Royal. Trimmings of Red, White and Gold to match.

Since the introduction by us of the JAPAN-EZ SUITS, March 19, they have been widely imitated by certain newspapers and firms, the latter even going so far as to copy the Suit, the illustration and our method of advertising. But there is one thing which others cannot reproduce, and that is the Siegel Cooper value.

We have repeatedly demonstrated that no apparel for boys is so exclusive as to style, fabric or design but you can obtain it in unlimited abundance in our Boys' Store.

**Additional Attractions in Boys' Suits for Saturday at \$3.00 Comprise:**

**2-Piece Suits.** Double-breasted Jackets; fine new Spring mixtures, navy serge and black and blue chevrons; sizes 7 to 17 **3.00** years.

**3-Piece Suits.** THE POPULAR SUITS WITH THE VEST, all colorings including black and blue; sizes 11 to 17 **3.00** years.

**Russian Suits.** Sailor, Eton and military styles; select fabrics in all colorings and combinations; sizes 2½ to 7 years. **3.00**

**Norfolk Suits.** The most popular Spring Suits—nobly overplaid and mixtures. Also blue serge and chevron; sizes 9 to 17 **3.00** years.

## Magical Force of a \$10 Bill In The Men's Clothing Store.

There is so much to the credit of the Men's Clothing Store in the way of extraordinary performances that the news it is constantly sending forth is always read with liveliest interest. The secret of it all is contained in this one word—"Values."

### The Particular Offerings for To-Morrow at \$10 Are:



**Navy Blue Serge Suits.**  
THE AMERICAN WOOLEN CO.'S CELEBRATED OSWEGO No. 3192 is woven on French spinning looms and consequently of very fine texture. It is known all over the world. Strictly fast color Alizarine dye. We fit every build of man. Your choice of SINGLE and DOUBLE BREASTED SACKS **10.00**

### Black Fabrics

in an immense variety of textures; made in the new single and double breasted sack styles. FIT and TAILORING BROUGHT UP TO A STANDARD THAT WILL SURPRISE YOU. This is particularly noticeable in the TUXEDO COATS and VESTS included in this offering. **10.00** TOP COATS as well.

**Fine Quality Worsted Suits.**  
EVERY TASTE AND PURSE SUITED. We have pointed out from time to time that THE SIEGEL COOPER CLOTHING STORE DOES THINGS IMPOSSIBLE ELSEWHERE. We prove it daily in our "Ten Dollar" values. The choicest patterns. Perfect styles. Special models to fit men not fitted elsewhere. **10.00**

### Fancy Mixed Fabrics,

including Cassimeres in neat designs and Cheviots in the new, bright colorings. VERY SWAGGER SACK SUITS THAT APPEAL TO THE YOUNGER MAN. Replicas of imported patterns. Another great feature are the RAIN COATS, in great variety, and TOP COATS in Coverts—many of them silk lined. **10.00**



### New Spring Vests.

Duck Pique, Fancy Repps and Vestings showing plain white and slate; also dots, hairlines, diamonds and odd figures. **1.50** A SELECTION FOR YOUNG AND OLD AND EVERY TASTE.

### Our "Correct Form" Trousers

Fine Worsteds in neat stripes, of every coloring and design. Also Cassimeres and Cheviots. Sizes to fit every shape and build. Regular 31 to 42 waist and 29 to 35 inseam. Fat Men, 44 to 54 waist and 29 to 35 inseam. Tall Men, 34 to 42 waist and 35 to 37 inseam. **3.** (Main Floor, East.)

### High-Class Waistcoats

Novel effects of metal and silk finish in exclusive designs will appeal to the correct dresser. Plain white, also ecru and medium colorings. **2.50** TO FIT EVERY BUILD OF MAN.

## Season 1904 Open. Split-Sennet-Sailor Straws

**Sold Medal**  
**\$2.50**

On May 21st of last year we predicted as we do to-day that the correct styles for the Season would be Split and Sennet Straw Hats. Of course a great many people have been accustomed for years to wait until the styles are seen on the street and for that reason may wonder how we are so certain of "What is coming." We are only too pleased to tell you.

"OUR HAT STORE STANDS AS A FACTOR" not only among the purchasers of hats, but the manufacturers as well, as we know what the people want, and when we know for a certainty what the Public calls for THAT becomes the correct style.

"THE GOLD MEDAL AT \$2.50" comprises all fine quality braids in both splits and sennets. All dimensions to fit every shape and size of head, as well as to conform with the wearer's face. A feature in our Hat store is that our salesmen not only fit the head, but sell becoming hats.

### Straw Hats

of all kinds of braids and in all the new shapes, aside from the sail-ors, at prices to meet every purse and taste. (Main Floor, East.)

## Choice Cigars Underpriced

### An Important Saturday Sale.

Smokers who enjoy the fragrance of real good cigars will at once appreciate the scope of these remarkable specials.

### Best Cigar News In Months.

LILLIOSA, Key West first quality clear Havana Cigars, regular im-perials size, \$5.00 quality, box of 50, **3.75**

PORTO RICAN CIGARS. London grande size; manufactured of the finest selections of Porto Rican tobacco, long filler, hand made, box of 100, **2.50**

MARCONI ROTHSCHILDS; box of 50, **1.85**

KEY WEST EXTRAS or PORTO RICAN BREVES, box of 50, **1.00**

Box of 100, **4.50** Mail Orders Solicited. (Main Floor, East, 18th St.)

## Cameras and Supplies.

### Excellent Specials for Vacationists.

CYCLE KORONA IIIA CAMERAS—4½ size, monocular, 3½ inch, rack and pinion, 12-inch bellows, reversible back and double valve shutter and the celebrated double-act symmetrical lens (double); this camera lists at \$22; our special price is **8.75**

CYCLE KORONA VII, 4½ size, same as above, but with 16-inch bellows and swing back; our usual price is \$17, and it lists much higher; new model, **13.50**

CYCLE KORONA IV—Up to date in every particular, has projection swing back and 16-inch bellows and all other attachments mentioned in first camera item, but it has a very high class monocular lens, 3½ inch, and the newest automatic special. **15.95**

To prevent these cameras being purchased by dealers we limit one to a customer.

Remember, we are the only house with new cameras above at less than restricted prices. We have many other bargains in small lots which "OTHER PRICES" will not allow us to advertise—so if you want a camera, see us first.

**Camera Supplies.**

As usual, as fresh and as cheap as ever for known goods.

TRIPLOID—"Our Special" 3-fold Spruce Tripod, nickel trimmed; has 3-piece head; each packed with new box; usually \$1.75; extra after developing several dozen prints the developer clears itself and can be used repeatedly without staining the paper. **95c**

TRIPLOID—3-fold, of spruce; extra **35c**

ZENITH COMBINATION WASH BOXES AND DRYING RACKS for 3½ or smaller plates, value \$1.25; special, **60c**

PLATE HOLDERS, the celebrated Rochester Plate Holder Co.'s ADJUSTABLE PLATE PRISMS, have plates inside like for smaller plates. To fit Premo, Poco, Korona, Man-

hattan and many other Cameras; special for to-morrow:

- 1st price \$1.00, 4½ size, **80c**
- 2nd price \$1.25, 5½ size, **80c**
- 3. Q. TRIPLES for Velox or daylight papers of plates; per vital, making 16-24. C. P. solution, special, **4c**
- Hypo C. P. Crescend, per lb., **2c**
- Only five to a customer.
- CARD MOUNTS, 4½, 3½, 4½, and 3½, and Reserve No. 1 and 2 sizes, fancy, embossed and enamel finished; white only; special, per doz., **4c**
- CARUTHER'S PAT. ECLIPSE, JR. PLATES, each box warranted, special, per **45c**
- SIMPLEX NO. 2, LARGE SIZE, FLASH (CARTRIDGES, 7 in. size, usually **22c** each, special, **10c**
- RUBBEROID TRAYS, 4½, 5½, 8½, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 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1844, 1846, 1848, 1850, 1852, 1854, 1856, 1858, 1860, 1862, 1864, 1866, 1868, 1870, 1872, 1874, 1876, 1878, 1880, 1882, 1884, 1886, 1888, 1890, 1892, 1894, 1896, 1898, 1900, 1902, 1904, 1906, 1908, 1910, 1912, 1914, 1916, 1918, 1920, 1922, 1924, 1926, 1928, 1930, 1932, 1934, 1936, 1938, 1940, 1942, 1944, 1946, 1948, 1950, 1952, 1954, 1956, 1958, 1960, 1962, 1964, 1966, 1968, 1970, 1972, 1974, 1976, 1978, 1980, 1982, 1984, 1986, 1988, 1990, 1992, 1994, 1996, 1998, 2000, 2002, 2004, 2006, 2008, 2010, 2012, 2014, 2016, 2018, 2020, 2022, 2024, 2026, 2028, 2030, 2032, 2034, 2036, 2038, 2040, 2042, 2044, 2046, 2048, 2050, 2052, 2054, 2056, 2058, 2060, 2062, 2064, 2066, 2068, 2070, 2072, 2074, 2076, 2078, 2080, 2082, 2084, 2086, 2088, 2090, 2092, 2094, 2096, 2098, 2100, 2102, 2104, 2106, 2108, 2110, 2112, 2114, 2116, 2118, 2120, 2122, 2124, 2126, 2128, 2130, 2132, 2134, 2136, 2138, 2140, 2142, 2144, 2146, 2148, 2150, 2152, 2154, 2156, 2158, 2160, 2162, 2164, 2166, 2168, 2170, 2172, 2174, 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